

**LICENSES AND CONSUMER SERVICES  
LICENSE INSPECTOR'S REPORT**

**License Number:** L180-50146      **Police File Number:** 13209

**Date of Application:** December 28, 2011

**Inspector:** Michele Olds, 612-673-5484

**Applicant/Legal Entity:** Profile Music Management, LLC

**DBA/Trade Name:** Profile Event Center

**Complete Address:** 2630 University Avenue SE, Minneapolis, MN 55414

**Licenses Requested:** On-Sale Liquor with Sunday Sales, Class B and Special Late Night Food to remain open until 4:00 AM

**Current License:** Rental Hall

**Responsible person within 75 miles of Minneapolis City Hall:** Giovanni Elli

**Public Hearing Requirement:** Required

**License Conditions:** Yes

**Neighborhood/Ward:** Prospect Park/East River Road / 2

**Zoning:** C2/PO/UA – This is a permitted use in the Neighborhood Corridor Commercial District/Pedestrian Oriented Overlay District/University Area Overlay District.

**7 acre requirement:** Met

**Off-Street Parking:** 180 spaces provided on and off site.

**Churches or schools within 300 feet of the proposed premises:** No

**Seating:** Inside: 606 Seats    Outside: 40

**Fire Occupancy:** Inside: 1327    Maximum Capacity Outside: 40

**Food Service Requirement:** The applicant is within 500 feet of a residentially zoned district and is required to operate as a restaurant subject to the 60/40 ratio of food to alcohol sales. No more than 40% of gross annual sales may be from alcohol.

**Hours of operation proposed:** Inside and Outside: 7:00am to 4:00am

**Metropolitan Council Service Availability Charges:** It has been determined that there are eight SAC units due. This must be paid before final certification of the license is done.

## **HISTORY OF LOCATION**

The Profile Event Center operated with a Place of Entertainment license from 1997 to 2009. Then, they obtained a Rental Hall license and withdrew the Place of Entertainment license and have been operating with that license since 2009.

## **APPLICANT**

The applicant is Profile Music Management, LLC, a Minnesota company formed on March 31, 1997, under Chapter 322B (Charter Number 5082-LLC), having the required restriction on the transfer of shares and has the following owner:

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Shares</u></b>
Patrick Kellis	Owner	100%

The applicant is an attorney and has operated Profile Event Center since 1997. He meets all minimum requirements including criminal background check.

## **MANAGERS**

The general manager at Profile is Giovanni Elli. Mr. Elli has worked at the Profile Event Center since 1997. The event manager at Profile is Heather Folsom. Ms. Folsom has been employed in the food and alcohol service industry for at least ten years. They both have passed the criminal background check.

## **POLICE REVIEW**

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed the criminal background check. The Second Precinct of the Minneapolis Police Department has discussed security issues with the applicant.

## **PREMISES**

The applicant owns the entire building in which the premises are located. The licensed premises are on the first floor of the establishment. The premises occupy approximately 9100 square feet. There are two ballrooms (The Casablanca Hall and The Diamond Hall) with stages, dance floors, and one small service bar in each hall. The Casablanca Hall can seat up to 400 people. There is a separate cocktail lounge that seats about 24 people, down the hall from The Casablanca Hall. It has a small bar that can seat five people. The Diamond Hall can seat up to 250 people. The rest of the establishment consists of a kitchen, coolers, offices, four dressing rooms, storage areas and rest rooms. The licensed premises space is compact and contiguous. There are no undefined spaces.

There are two outdoor patios for guests to go outside with their drinks. They are not considered dining areas. Each patio will have a capacity for twenty people. One is at the 27<sup>th</sup> Avenue side and is approximately 30 feet by 30 feet. The other one is at the Delaware Street side and is approximately 25 feet by 15 feet.

There are music recording studios in the same building, but they will not be considered licensed premises. If Profile Event Center ever proposes to expand their licensed premises

into the current studio spaces, they must file an expansion of premises application to be approved by City Council.

## **BUSINESS PLAN/OPERATIONS**

All staff shall undergo alcohol server training on an annual basis. Their policies state that they will not knowingly admit or serve obviously intoxicated or underage customers. They will offer alternatives to alcohol. They will create an atmosphere to promote responsible drinking. They will make reasonable attempts to prevent obviously intoxicated customers from driving.

Profile has 48 digital security cameras installed with real-time surveillance available onsite and remotely via the internet. They employ off-duty Minneapolis police officers for all wedding receptions and similar events. All receptions are fully catered with a large staff usually consisting of the owner, event manager, catering captain, general manager, executive chef, sous chef, cooks, dishwashers, janitors and tuxedoed catering servers. The entertainment will be for private events. The nature of the entertainment consists of live music performances, recorded music and guest speakers for corporate events. Entertainment that is above what Class B allows will not be provided.

Onsite catering creates plated dinners or buffets from a variety of American, ethnic, or contemporary dishes. The menu has a wide variety of pricing depending on the setup of the guests orders.

The hours of operation for the establishment will be 7:00am to 4:00am as needed. They do not plan to be open until 4:00am every day. They will potentially stay open that late on weekends and special holidays. They currently have a conditional use permit that allows them to operate with extended hours from 10:00 PM to 1:00 AM, Sunday through Thursday and from 11:00 PM to 3:00 AM, Friday and Saturday. There have not been any issues reported with these hours of operation.

All litter and trash will be removed from a 100 feet radius of the premises on a daily basis, during and immediately after events and the following morning starting at 5:00am.

Noise is not anticipated to be a problem since they are currently surrounded by industrial type noises and wedding events typically do not create a lot of noise there. They have not had a history of noise complaints. They will not tolerate excessive noise and will resolve any noise complaints timely and completely.

There will be no mechanical amusement devices or team sponsorships.

No charitable gambling is anticipated.

## **PUBLIC HEARING SUMMARY**

A public hearing is required for this license application. 86 notices were mailed to residents and property owners within 600 feet of the premises and emailed to the Prospect Park/East River Road Improvement Association (PPERRIA) and the Stadium Village Commercial Association on February 17, 2012. One multi-residential building was posted as well. The public hearing was held on March 1, 2012 at the Luxton Park Recreation Center. One member of PPERRIA attended the meeting. PPERRIA advised that they are willing to support the application if the applicant was willing to agree to the conditions listed below. Three responses to the public

hearing notice have been received as of March 2, 2012. All three related concerns about the application. The concerns were about noise, litter and parking.

### **RECOMMENDATION**

The Licenses and Consumer Services Division recommends approving this application for an On-Sale Liquor with Sunday Sales, Class B License and a Special Late Night Food License to remain open until 4:00 AM.

### **LICENSE CONDITIONS**

1. Profile will not build a new bar area or add on to any existing bar area.
2. Profile will not include hard liquor in any drink specials.
3. Profile will comply with a minimum standard of gross sales revenue during each fiscal year from the sale of food and beverages not containing alcohol in an amount of not less than sixty (60) percent of its total gross revenue. The licensee will report this by two (2) weeks after the first six (6) months of operation with the On-Sale Liquor License.
4. Profile will not advertise hard liquor on the outside of their building.
5. Profile will not advertise happy hour specials on its property viewable from the outside of the building, including happy hour special signs on its property outside.
6. With the exception of banquets, Profile will end all drink specials before midnight. Profile will also offer non-alcoholic beverage and food specials to compliment drink specials.
7. No media advertisement (including broadcast media and handbills) put out by Profile will focus exclusively on alcohol.
8. With the exception of banquets, Profile will not serve alcohol to an individual or a party without serving food.